

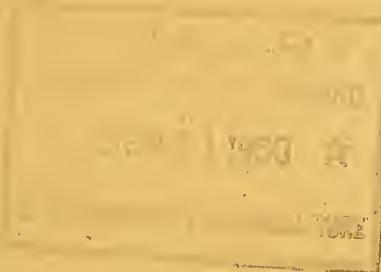
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

APRIL 1950



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
June 1950

FOREWORD

This report presents data on consumer purchases during April 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

APRIL 1950

The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Although householders purchased only 3 percent more frozen concentrated orange juice in April than in March 1950, the volume equaled the peak reached in November 1949. The percentage of families buying frozen orange juice concentrate increased to a new high of 14.0 percent, compared to 13.7 in March. Average prices paid by householders remained about the same. Household purchases of frozen concentrated grape juice dropped from 84,000 gallons in March to 75,000 gallons in April, while purchases of other frozen concentrated juices increased slightly.

Household consumers paid slightly higher prices in April for most of the canned single strength juices. Purchases of canned citrus juices remained at about the March levels, while tomato and pineapple juice purchases declined. Household purchases of canned single strength orange juice in April totaled 1,570,000 cases (equivalent No. 2 cans)--virtually unchanged from March. Canned grapefruit juice purchases increased 45,000 cases in April reaching a total of 768,000 cases (equivalent No. 2 cans). During the same period the price declined less than 1 cent per 46-ounce can.

Tomato juice purchases by household consumers dropped 150,000 cases (equivalent No. 2 cans) below the March total, while the average price paid increased slightly. Purchases of pineapple juice which in March had exceeded the million case mark, dropped to 990,000 cases (equivalent No. 2 cans) in April; the average price increased slightly. Household consumers bought 20 percent more grape juice in April than in March, with the average price declining 2 cents per 32-ounce bottle.

Consumer purchases of California and Florida oranges each dropped about a million dozens in April from the March levels. Average prices paid for California oranges increased from 49.0 to 52.3 cents per dozen. Florida oranges increased in price from 44.5 cents in March to 48.0 cents in April.

Average prices paid by householders for fresh grapefruit increased 11 cents per dozen to \$1.17, while purchases dropped from 8,614,000 dozens in March to 6,460,000 dozens in April.

Household purchases of lemons increased from 7,258,000 dozens in March to 7,465,000 dozens in April; average prices paid declined 3.6 cents per dozen.

Household purchases of dried fruits continued to decline--from 13,500 tons in March to 12,672 tons in April. Average prices paid showed little change; the percentage of families buying decreased slightly. Household purchases of dried prunes in April were 5,528 tons which was 424 tons below the March levels. Raisin purchases increased from 3,988 tons to 4,250 tons during the same period. Average price of both dried prunes and raisins remained about the same.

Householders purchased 417,000 cases (equivalent No. 2 cans) of prune juice in April, as compared with 408,000 cases in March.

FROZEN CONCENTRATED JUICES

Household consumers in April 1950 bought 3 percent more frozen concentrated orange juice than they did in March. The percentage of families buying the product increased to 14, the highest level yet reported. The average price paid per 6-ounce can in April was practically unchanged from the March level.

April was the fourth consecutive month in which household purchases of frozen concentrated orange juice have increased, following a 10 percent decline in purchases in December 1949 (fig. 2). Householders bought 1,134,000 gallons in April 1950, a gain of 36,000 gallons over March. The April purchases were slightly above the previous high established in November 1949.

The proportion of families buying frozen concentrated orange juice increased from 13.7 percent in March to 14.0 percent in April. A larger proportion of families bought the product in April than in any previous month on record (fig. 1).

In April, household consumers paid an average price of 27.8 cents for a 6-ounce can of frozen concentrated orange juice, compared with 27.7 cents in March. The price in April was more than 4 cents above the December 1949 average and only slightly below the August 1949 high of 28.0 cents (fig. 3).

Household purchases of all frozen concentrated juices except orange juice decreased from 153,000 gallons in March to 142,000 gallons in April.

CANNED JUICES

Household consumers bought about the same volume of canned single strength citrus juices during April 1950 as they did in March. Household purchases of both tomato juice and pineapple juice, however, were below the March levels (fig. 4).

Household consumers paid higher prices in April for most canned single strength juices, but the average prices changed less than 2 percent in the case of all juices except tangerine and grape (fig. 5). The average price of tangerine juice rose about 6 percent; grape juice was down 4 percent.

Household purchases of canned orange juice in April totaled 1,570,000 cases (equivalent No. 2 cans), virtually unchanged from the March volume. The percentage of families buying the product, however, decreased from 16.6 percent in March to 15.9 percent in April. The average price paid by householders in April 1950 was 39.1 cents per 46-ounce can, compared with 38.4 cents in the preceding month.

Canned grapefruit juice purchases in April increased 45,000 cases over March to a total of 768,000 cases (equivalent No. 2 cans). During the same period the average price dropped less than 1 cent to 38.0 cents per 46-ounce can. The proportion of families buying the product was unchanged at 9.6 percent, but the average size of individual purchases increased from 50.5 ounces in March to 54.0 ounces in April.

The average price paid for canned blended orange and grapefruit juice was up slightly in April to 40.5 cents per 46-ounce can. April marked the third consecutive month in which the average price of blended juice has exceeded the average prices of both orange juice and grapefruit juice (fig. 5). Householders bought 498,000 cases (equivalent No. 2 cans) of blended juice in April, compared with 490,000 cases in March.

The average price of tangerine juice increased 2.1 cents per 46-ounce can in April, while purchases were down about 10 percent.

Total household consumer purchases of canned single strength citrus juices were one-third below the level of a year ago--3,000,000 cases in April 1950, compared with approximately 4,500,000 cases in April 1949. Average prices of all canned citrus juices in April 1950 were considerably above the levels of a year ago. In April 1950 canned orange juice prices were 30 percent higher and grapefruit juice 60 percent higher than a year ago.

Tomato juice purchases in April 1950 totaled 1,610,000 cases (equivalent No. 2 cans), a drop of 144,000 cases from the March volume. During the 3 preceding months, tomato juice purchases had increased from 1,393,000 cases in December to 1,754,000 cases in March (fig. 3). Household consumers paid an average of 26.5 cents per 46-ounce can in April, compared with 26.1 cents in March and 24.6 cents in December 1949. The percentage of families buying dropped from 21.7 percent in March to 20.9 percent in April; the average size of individual purchases dropped from 51.0 ounces to 48.9 ounces.

Household consumers bought 990,000 cases (equivalent No. 2 cans) of pineapple juice in April, a drop of 37,000 cases from the previous month. This decline followed a large increase in purchases in March of more than 100,000 cases. The percentage of families buying dropped from 16.0 in March to 14.9 in April. The average price increased slightly to reach 38.3 cents per 46-ounce can in April.

Purchases of grape juice increased about 20 percent in April, while the average price paid by householders decreased about 2 cents per 32-ounce bottle. The volume of purchases and prices paid for other canned juices in April showed relatively little change from March levels. (For data on prune juice, see DRIED FRUIT Section.)

FRESH CITRUS FRUIT

In April average prices paid by household consumers for oranges reached 49.2 cents per dozen, continuing the uniform rise which began last November at 33.1 cents per dozen. Average price paid in April a year ago was 40.3 cents. Purchases of all fresh citrus fruit declined in April about 8,200,000 dozens to 60,057,000, the lowest since November 1949. Fresh citrus fruit purchases continued to be substantially below the level of a year ago--68,317,900 dozens in April 1949.

Both California and Florida orange purchases for household use dropped off about a million dozens in April to 16,634,000 and 20,889,400 dozens, respectively. Average prices for California oranges increased from 49.0 cents to 52.3 cents per dozen, while prices for Florida oranges increased from 44.5 cents to 48.0 cents per dozen (fig. 6). The percentage of families buying declined slightly more in the case of California oranges (down 1.7 percent to 23.9 percent) than Florida (down 0.5 percent to 23.0 percent).

Grapefruit prices paid by householders averaged \$1.17 per dozen in April, compared to \$1.06 in March. Coupled with this 11-cent price increase was a drop in purchases and in percentage of families buying. Purchases in April were 6,460,000 dozens, compared to 8,614,000 in March, while the percentage of families buying dropped from 29.4 percent to 23.9 percent.

Lemon prices continued to decline in April, the average dropping 3.6 cents to 40.8 cents per dozen, while purchases increased slightly to 7,465,200 dozens. The percentage of families buying lemons dropped from 24.9 percent in March to 23.8 percent in April.

DRIED FRUIT

Purchases of dried fruit continued to decline in April, with household consumers buying 12,672 tons, compared to 13,500 tons in March. Consumer prices in general showed little change in April, while the percentage of families buying any dried fruit decreased slightly.

Raisin purchases for household use increased from 3,988 tons in March to 4,250 tons in April, while the average price paid remained about the same (fig. 7). The percentage of families buying raisins increased from 12.3 percent to 13.3 percent.

Household consumer purchases of dried prunes were 5,528 tons in April, down substantially from the March level of 5,952 tons, while prices showed little change (fig. 7). The percentage of families buying decreased from 15.1 percent to 13.9 percent.

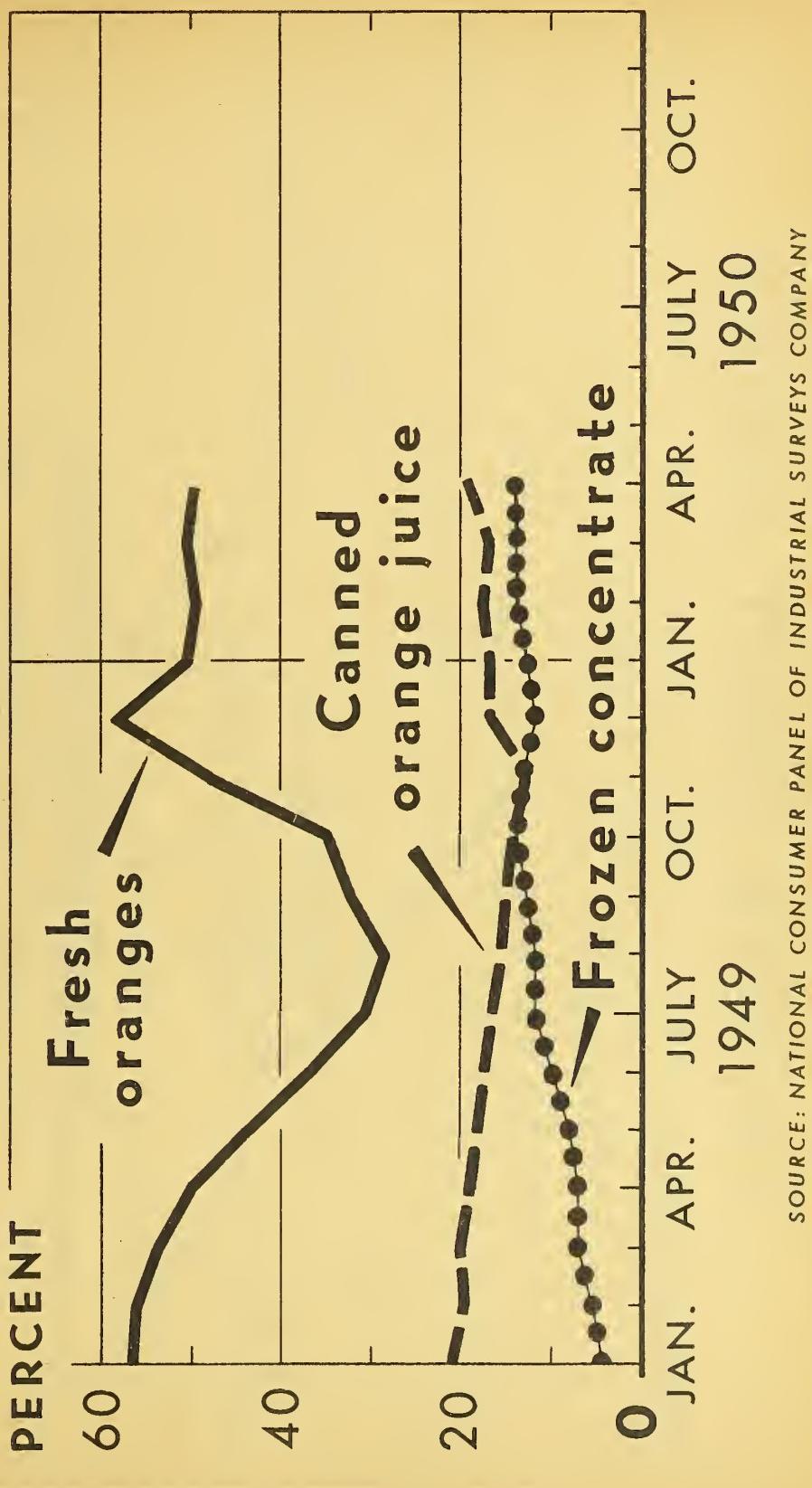
Prune juice purchases were up from 408,000 cases (equivalent No. 2 cans) in March to 417,000 cases in April. Prune juice prices and the percentage of families buying remained about the same.

Household purchases of dried apricots were down from 806 tons in March to 725 tons in April. During the same period dried peach purchases decreased from 582 tons to 476 tons. Prices paid by household consumers and the percentage of families buying decreased slightly.

Prices paid by household consumers for figs were up 0.4 cent per pound to 34.1 cents, while purchases increased slightly to 375 tons. Prices paid for dates were up 1.3 cents over March to 33.4 cents per pound in April. Household purchases of dates continued to decline, dropping to 753 tons in April. This was coupled with a slight decrease in the percentage of families buying.

Consumer purchases of mixed dried fruits and apples were below the March level, while their prices remained about the same.

PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES

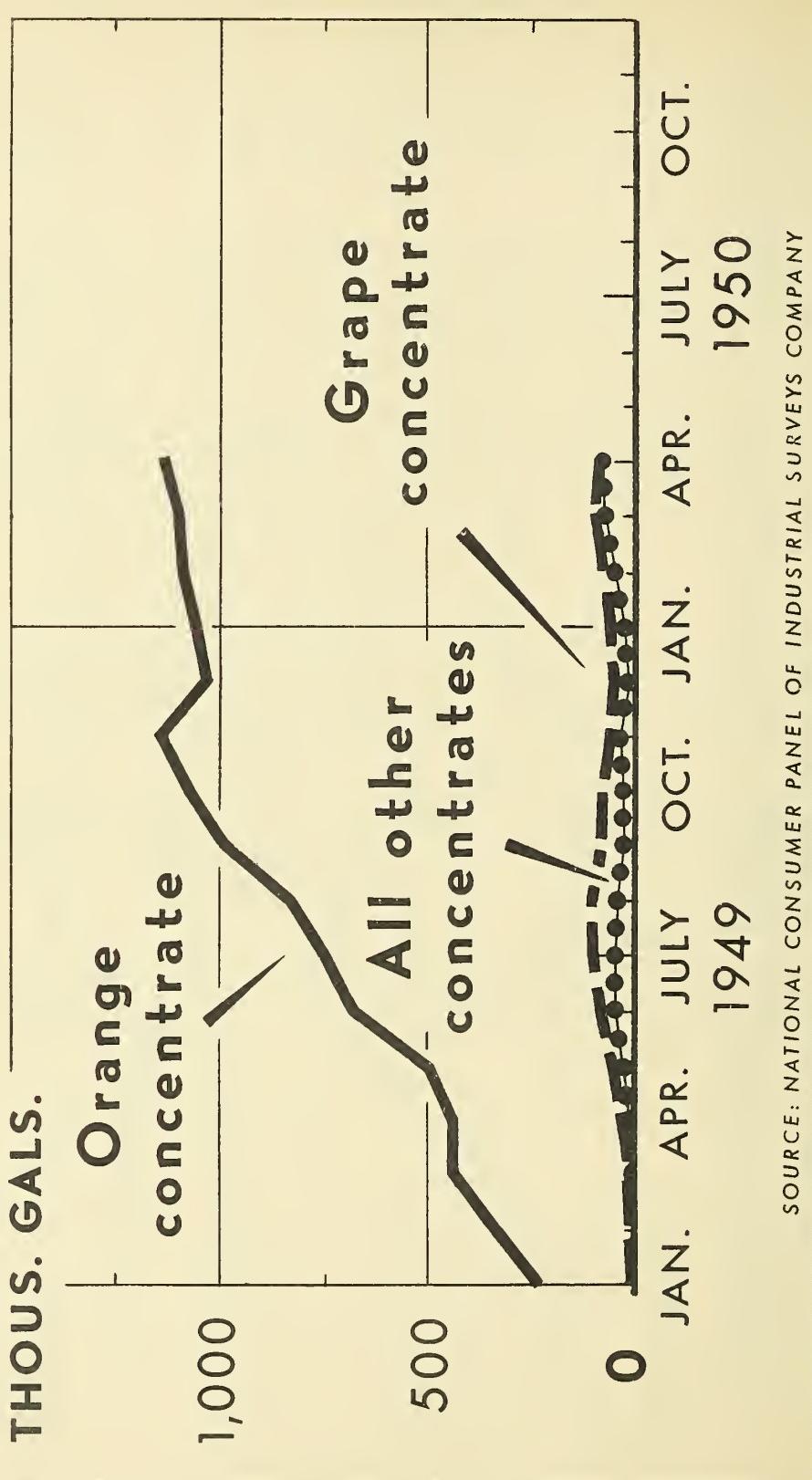


U. S. DEPARTMENT OF AGRICULTURE
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

BAE 47533 - XX

FIGURE 1

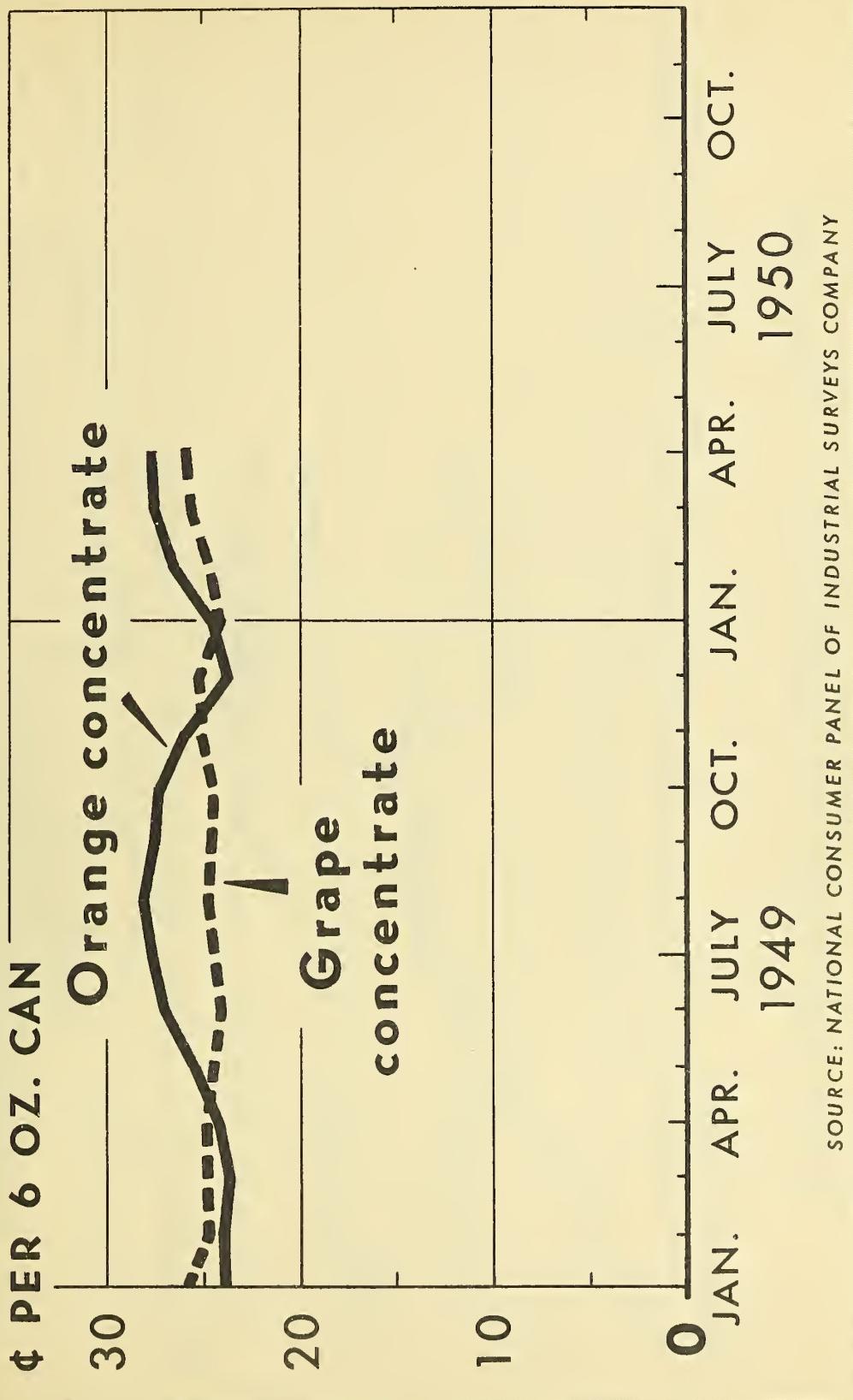
CONSUMER PURCHASES OF FROZEN FRUIT JUICES



U. S. DEPARTMENT OF AGRICULTURE

BAE 47534 - XX

PRICES OF FROZEN FRUIT JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

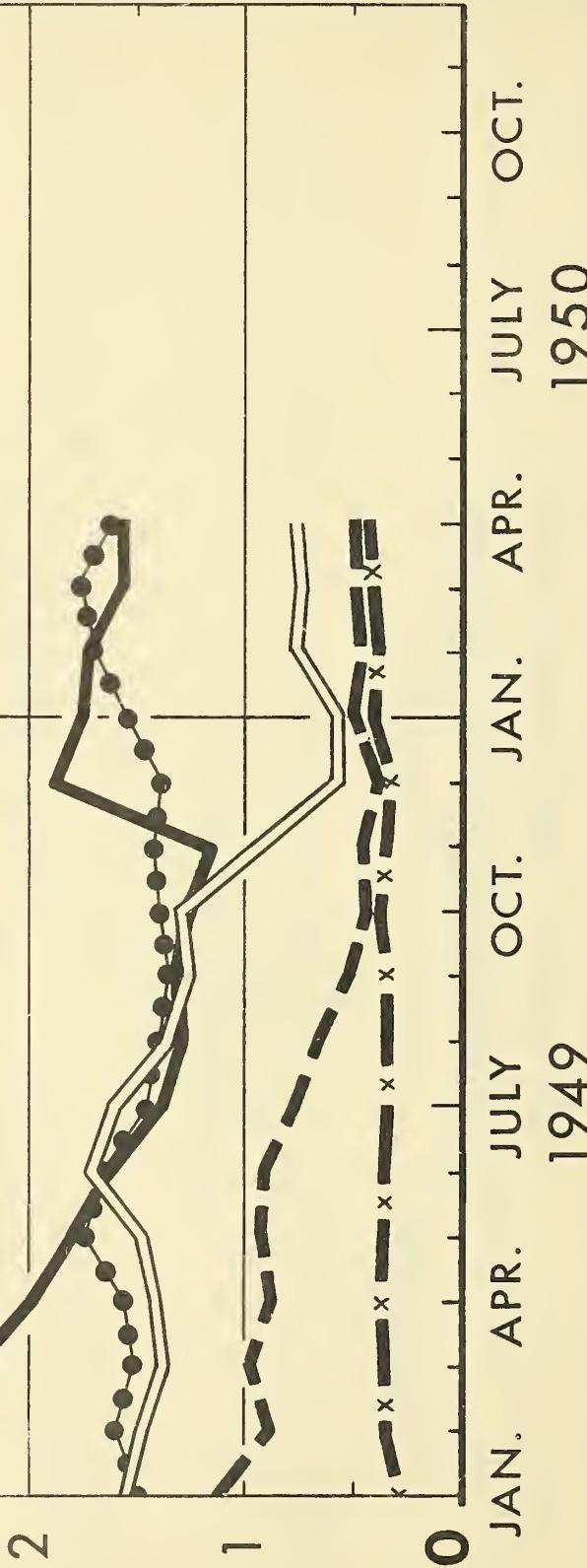
BAE 47536 - XX

FIGURE 3

CONSUMER PURCHASES OF SELECTED CANNED JUICES

MIL. CASES*

— Orange — Grapefruit ••• Tomato
— Orange-grapefruit x—x Prune



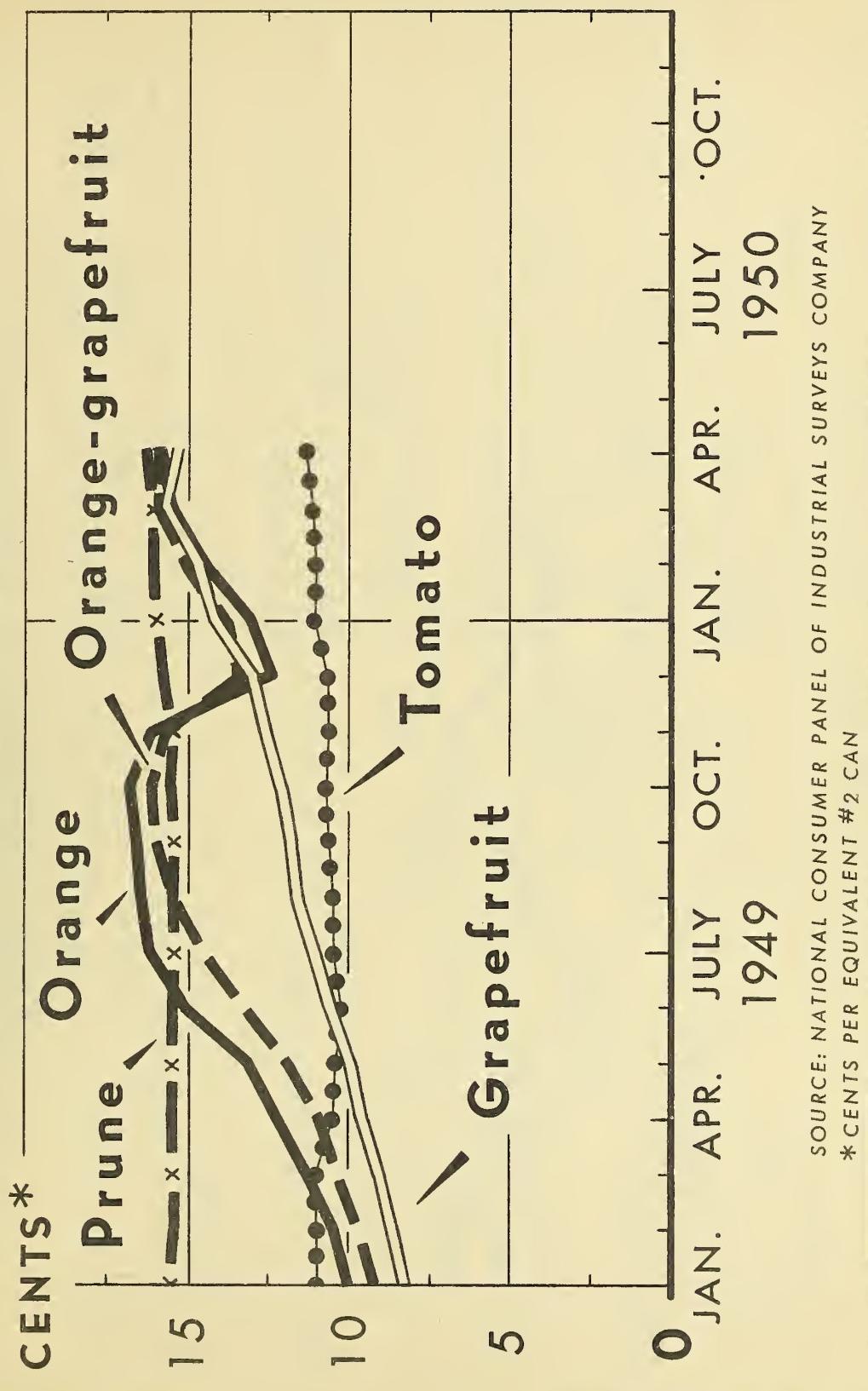
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
* EQUIVALENT CASES OF 24 #2'S

U. S. DEPARTMENT OF AGRICULTURE

BAE 47535 - XX

FIGURE 4

PRICES OF CANNED JUICES



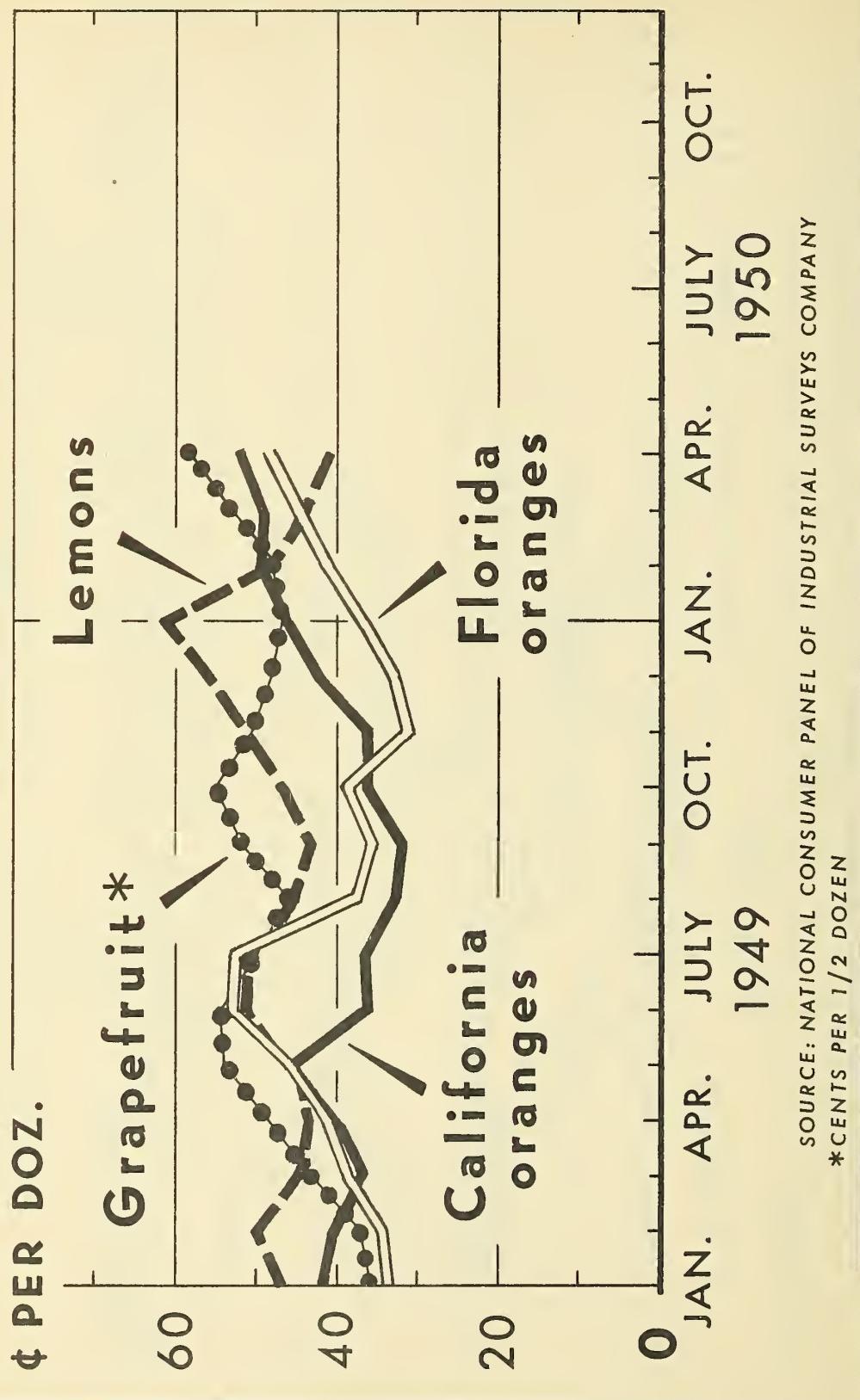
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
* CENTS PER EQUIVALENT #2 CAN

U. S. DEPARTMENT OF AGRICULTURE

BAE 47550-X X

FIGURE 5

PRICES OF FRESH CITRUS FRUITS

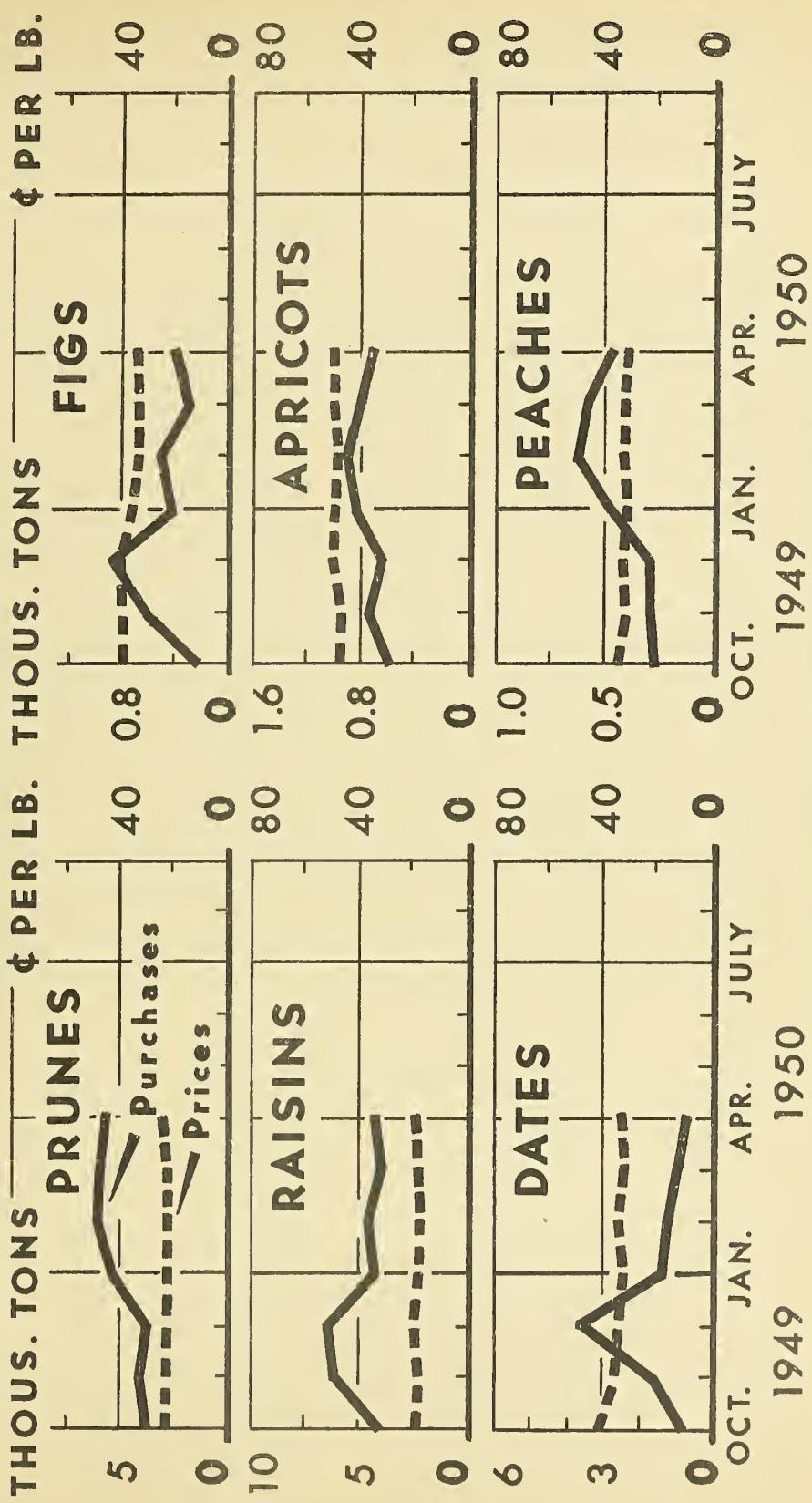


U. S. DEPARTMENT OF AGRICULTURE

BAE 47537-XX

FIGURE 6

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



U. S. DEPARTMENT OF AGRICULTURE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

BAE 47618-XX

Table 1.--Frozen Concentrated Orange Juice and Canned Juices: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, April 1950, March 1950, and April 1949 1/

		Consumer Purchases	Percentage of Families Buying	Average Price Per 6 Oz. Can
Frozen Concentrated Orange Juice		1,000 Gallons	Percent	Cents
April	1950	1,134	14.0	27.8
March	1950	1,098	13.7	27.7
April	1949	432	6.5	24.2
Canned Juices		Consumer Purchases Cases of 24 1/2's	Percentage of Families Buying	Average Price Per Equivalent 1/2 Can
		1,000 Cases	Percent	Cents
Orange				
April	1950	1,565	15.9	15.8
March	1950	1,570	16.6	15.4
April	1949	1,995	18.8	12.2
Grapefruit				
April	1950	768	9.6	15.3
March	1950	723	9.6	15.6
April	1949	1,421	13.9	9.5
Orange and Grapefruit Blend				
April	1950	498	6.6	16.0
March	1950	490	6.9	15.8
April	1949	876	10.4	10.9
Lemon				
April	1950	37	2.2	40.2
March	1950	37	2.5	40.3
April	1949	44	2.4	27.2
Tomato				
April	1950	1,610	20.9	11.3
March	1950	1,754	21.7	11.1
April	1949	1,557	20.4	10.4
Pineapple				
April	1950	990	14.9	15.4
March	1950	1,027	16.0	15.4
April	1949	730	12.7	16.7
Prune				
April	1950	417	7.0	16.3
March	1950	408	6.8	16.1
April	1949	379	6.2	15.3

1/ Each month represents a 4-week period

Table 2.--Fresh Citrus Fruits: U.S. Total Consumer Purchases, Percentage of Families Buying, and Average Prices, April 1950, March 1950, and April 1949 1/

	<u>Consumer Purchases</u>	<u>Percentage of Families Buying</u>	<u>Average Price Per Dozen</u>
	<u>1,000 Dozens</u>	<u>Percent</u>	<u>Cents</u>
Oranges			
California			
April 1950	16,634	23.9	52.3
March 1950	17,688	25.6	49.0
April 1949	14,174	17.8	40.0
Florida			
April 1950	20,889	23.0	48.0
March 1950	22,066	23.5	44.5
April 1949	23,370	27.9	40.9
Total			
April 1950	45,784	49.6	49.2
March 1950	49,689	50.0	46.2
April 1949	52,078	49.8	40.3
Grapefruit			
April 1950	6,460	23.9	117.4
March 1950	8,614	29.4	106.4
April 1949	7,720	26.3	97.0
Lemons			
April 1950	7,465	23.8	40.8
March 1950	7,258	24.9	44.4
April 1949	7,593	25.4	43.0

1/ Each month represents a 4-week period

Table 3.--Dried Fruit: U.S. Total Consumer Purchases, Percentage of Families Buying and Average Prices, April 1950,
March 1950, and February 1950 1/

		Consumer Purchases 1,000 Pounds	Percentage of Families Buying Percent	Average Price Per Pound Cents
Apples				
April	1950	382	1.0	36.9
March	1950	462	1.3	36.4
February	1950	405	1.2	37.5
Apricots				
April	1950	1,449	3.8	49.7
March	1950	1,612	4.0	50.1
February	1950	1,820	4.3	48.3
Dates				
April	1950	1,505	3.4	33.4
March	1950	1,892	3.9	32.1
February	1950	2,350	5.1	33.5
Figs				
April	1950	749	1.2	34.1
March	1950	702	1.5	33.7
February	1950	985	1.7	33.9
Mixed Fruit				
April	1950	655	1.5	31.9
March	1950	1,039	1.9	31.5
February	1950	828	1.5	31.4
Peaches				
April	1950	951	2.0	32.1
March	1950	1,163	2.5	32.5
February	1950	1,234	2.4	33.4
Pears				
April	1950	65	.1	38.3
March	1950	96	.2	36.0
February	1950	75	.2	37.4
Prunes				
April	1950	11,056	13.9	23.0
March	1950	11,904	15.1	22.8
February	1950	11,960	15.6	22.6
Raisins				
April	1950	8,500	13.3	18.9
March	1950	7,977	12.3	18.8
February	1950	8,870	13.8	18.6
Total 2/				
April	1950	25,344	30.2	24.9
March	1950	26,999	31.9	25.2
February	1950	28,632	33.8	25.3

1/ Each month represents a 4-week period.

2/ Total includes dried currants for which complete data are not available

Table 4.—Canned Juices and Frozen Concentrated Juices: U.S. Total Consumer Purchases and Average Prices, April 1950 (4-Week Period)

Commodity	Purchases			Average Prices		
	Percentage of All Families Buying	Total All Families	Per 1,000 Cases	Size of Average Purchase	Per Actual Unit	Per Equivalent No. 2 Can
	Families	Capita	Ounces	Gallons	Ounces	Cents
Canned Juices						
Orange	15.9	1,565	10.59	56.68	39.1	15.8
Grapefruit	9.6	768	5.19	54.02	38.0	15.3
Orange and Gpft. Blend	6.6	498	3.37	53.91	46.02	16.0
Tangerine	2.5	137	.93	45.45	46 oz.	13.9
Lemon	2.2	37	.25	14.13	5½-6 oz.	40.2
Apple	4.6	331	2.24	47.09	32 oz.	20.4
Grape	5.1	230	1.56	33.67	32 oz.	23.8
Pineapple	14.9	990	6.70	46.10	46 oz.	15.4
Prune	7.0	417	2.82	37.49	32 oz.	28.7
Tomato	20.9	1,610	10.89	48.89	46 oz.	25.5
Vegetable Combination	3.7	204	1.38	41.08	46 oz.	14.8
Other Juices	2/	345	2.33	36.11	46 oz.	38.5
Total	52.5	7,132	48.25	47.36		14.8
Frozen Concentrated Juices	Percent	1,000 Gallons	Ounces	Size		
Orange	14.0	1,134	7.68	11.65	6 oz.	27.8
Grape	1.8	75	.51	8.00	6 oz.	26.0
Other Concentrates	2/	67	.45	9.08	6 oz.	23.5
Total	14.9	1,276	8.64	11.19		

1/ Equivalent Cases of No. 2 Cans, 132 Ounces Per Case
 2/ Information not Available

Table 5.--Fresh Citrus Fruit: U.S. Total Consumer Purchases and Average Prices, April 1950 (4-Week Period)

Commodity	Percent of All Families Buying:	Total Families Buying: All Families	Per Capita:	Size of Average Purchase:	Purchases		Average Price Per Dozen
					Percent 1,000 Dozens	Dozens	
Oranges							
California	23.9	16,634.0	112.6	10.2			52.3
Florida	23.0	20,889.4	141.3	11.4			48.0
Unidentified	13.9	8,260.1	55.9	10.3			46.2
Total	49.6	45,783.5	309.8	10.7			49.2
Grapefruit	23.9	6,460.0	43.7	3.5			117.4
Tangerines	.7	319.1	2.1	11.2			32.2
Lemons	23.8	7,465.2	50.5	5.8			40.8
Limes 1/	.1	29.2	.2	7.2			35.7
Total	61.7	60,057.0	406.3	8.1			55.4

1/ Too few purchases represented to permit significant analysis

National Consumer Panel of Industrial Surveys Company

Table 6.—Dried Fruit: U.S. Total Consumer Purchases and Average Prices, April 1950 (4-Week Period)

Commodity	Purchases			Average Price Per Pound		
	Percentage of All Families Buying:	Total	Per Capita:	Size of Purchase:	Average Purchase:	Found
	Percent	1,000 Pounds	Pounds	Ounces	Cents	
Apples	1.0	382	2.59	12.08	36.9	
Apricots	3.8	1,449	9.81	13.52	49.7	
Dates	3.4	1,505	10.18	14.71	33.4	
Figs	1.2	749	5.07	18.64	34.1	
Mixed Dried Fruits	1.5	655	4.43	16.06	31.9	
Peaches	2.0	951	6.43	14.87	32.1	
Pears 1/	.1	65	.44	21.40	38.3	
Prunes	13.9	11,056	74.80	23.58	23.0	
Raisins	13.3	8,500	57.51	20.56	18.9	
Currents 1/	.1	32	.22	10.40	28.3	
Total	30.2	25,344	171.48	19.88	24.9	

1/ Too few purchases represented to permit significant analysis.